



PRESS RELEASE

August 2022

New record for World Kids Colouring Day: 32,304 images from 11 countries submitted to STAEDTLER

A total of 32,304 pictures were submitted to STAEDTLER for World Kids Colouring Day on 6 May, under this year's motto "Let's discover nature – in the air". STAEDTLER supports the child rights organisation Plan International Germany with one euro for every picture submitted. Once again, every submission was diligently painted, drawn or crafted. Children from all over the world were called upon to paint a picture, send it to the writing and creative goods manufacturer STAEDTLER and thus make a contribution to children in need. A total of EUR 32,304 will be sent to the "Allin Mikuna – Healthy Nutrition for Children" project in Peru, which STAEDTLER also supported last year.

The air as a habitat, through children's eyes

Whether it was domestic insects, natural spectacles day and night, birds or even mythical creatures – the children participating in World Kids Colouring Day 2022 were creative and brought their idea of the air as a habitat to paper. Whether it was parrots, bees, owls, bats, clouds, sun or rainbows – depending on the vegetation, climate and animal life, the children painted their personal impressions of the air as a habitat, sent the pictures to STAEDTLER and set a new record. In addition to many individual submissions, STAEDTLER also received group work and collages that lots of children worked together on.

In addition to personal perception, there is also a lot of imagination behind the works of art. Coloured and fibre-tip pens, paints and crayons and other materials were used. For example, cotton wool for the clouds, dried leaves for the trees and even bird feathers collected from nature adorning the plumage of the animals. In addition to being creative, knowledge sharing was also not neglected: "We are delighted to see that kindergartens, daycare centres and schools have taken our World Kids Colouring Day as an opportunity to consider the air as a habitat. Some institutions even integrated World Kids Colouring Day into their lessons and then visualised what they had learned in a group project," says Britta Olsen, Head of Brand and Communications at STAEDTLER.

Colouring and doing good

Thanks to the imaginative submissions of the little artists, STAEDTLER has been able to support the child rights organisation Plan International Germany, with a large sum – for the fifth time in a row. This year, EUR 32,304 will be provided by STAEDTLER to Plan International Germany – one euro per submission. The "Allin Mikuna - Healthy Nutrition for Children" project in Peru will be supported.

The total amount from World Kids Colouring Day was already raised for this project in 2021. In addition to training on organic agriculture and healthy nutrition, the families in the province of Paucartambo and in the Cusco region are also given support when it comes to cultivating food. Through training courses, women in particular acquire important knowledge in the areas of finance and entrepreneurship.

"We are very pleased that even more children took part this year and that we have hit such a high total for our project. The long-standing cooperation with STAEDTLER has already helped many children and



their families to improve their situation and their future prospects. Thanks to the food security and financial independence of the women being supported through the Allin Mikuna project, girls and women have the opportunity to live freely and independently – both now and in future generations," says Kathrin Hartkopf, spokesperson for the Management Board of Plan International Germany.

More information on World Kids Colouring Day 2022 can be found at:
www.staedtler.com/worldkidscolouringday



Caption:
The pictures submitted for World Kids Colouring Day were colourful and creative. This picture is decorated with real feathers.

Image rights:
STAEDTLER Mars GmbH & Co. KG



Caption:
A new record: 32,304 images from 11 countries were collected worldwide.

Image rights:
STAEDTLER Mars GmbH & Co. KG



Caption:

STAEDTLER is thrilled to present the sum of 32,304 euros this year.

Image rights:

STAEDTLER Mars GmbH & Co. KG



Caption:

Peruvian families in the province of Paucartambo and in the Cusco region will once again be supported by STAEDTLER this year.

Image rights:

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About STAEDTLER

STAEDTLER is one of Germany's oldest industrial companies. The group ranks among the world's leading manufacturers and suppliers of writing, colouring, drawing and modelling products. With its products, STAEDTLER inspires the creativity of its customers throughout their life: from their first attempts at colouring in early childhood to products for creative work. The writing and creative goods manufacturer offers a wide range of high-quality products for all ages and demands, constantly developing new approaches to connect analogue tradition and digital innovation. STAEDTLER headquarters are located in Nuremberg. It currently employs more than 2,300 people in 26 countries worldwide - of which approx. 1,200 work in STAEDTLER'S domestic market. For production the company stays true to its roots and counts on quality "Made in Germany": nearly two-thirds of all STAEDTLER products are manufactured in Germany. www.staedtler.com

About Plan International

Plan International is an independent organisation for development cooperation and humanitarian aid. We believe that girls and boys worldwide must have equal rights and opportunities and be able to actively shape their future. In order to achieve this, we carry out sustainable community development projects efficiently and transparently in our partner countries and react rapidly to emergencies and disasters that threaten the lives of children. We work together with children, youths, supporters and partners of all genders to achieve our global aim in more than 75 countries: to transform the lives of 100 million girls so that they are able to learn, lead, decide and thrive. The sustainable development goals of the United Nations reinforce our commitment.



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